

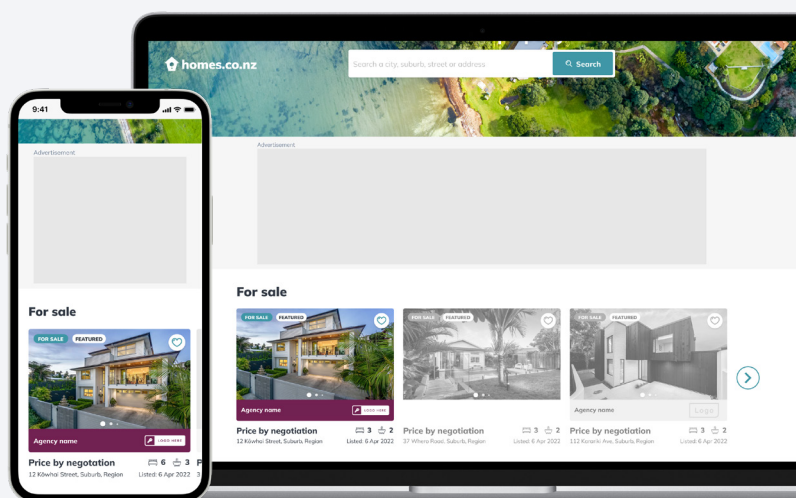
Platinum Package

Maximum exposure and reach

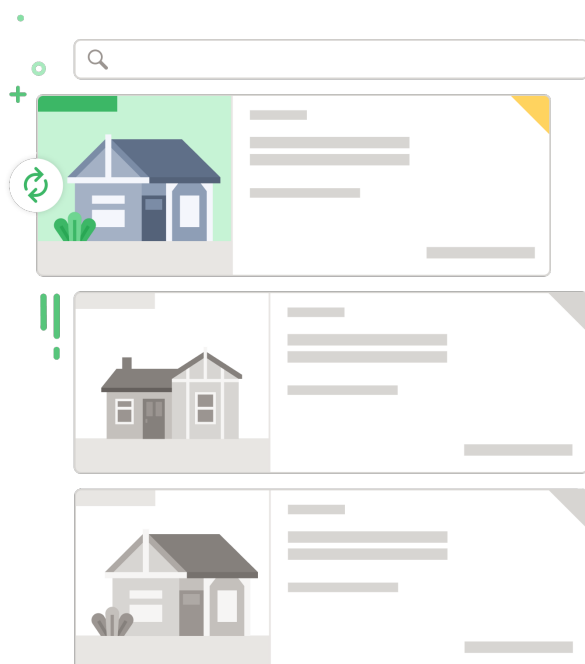
Trade Me Property gets your listing in front NZ's most active buyers¹. Now combined with homes.co.nz, extend your reach even further to a new audience.

All eyes on your listing

- + Be seen first on the Trade Me Property homepage
- + **New:** homes.co.nz homepage placement optimised to reach locally targeted audience
- + Maximise the number of potential buyers seeing your listing



Indicative product mockup, subject to change



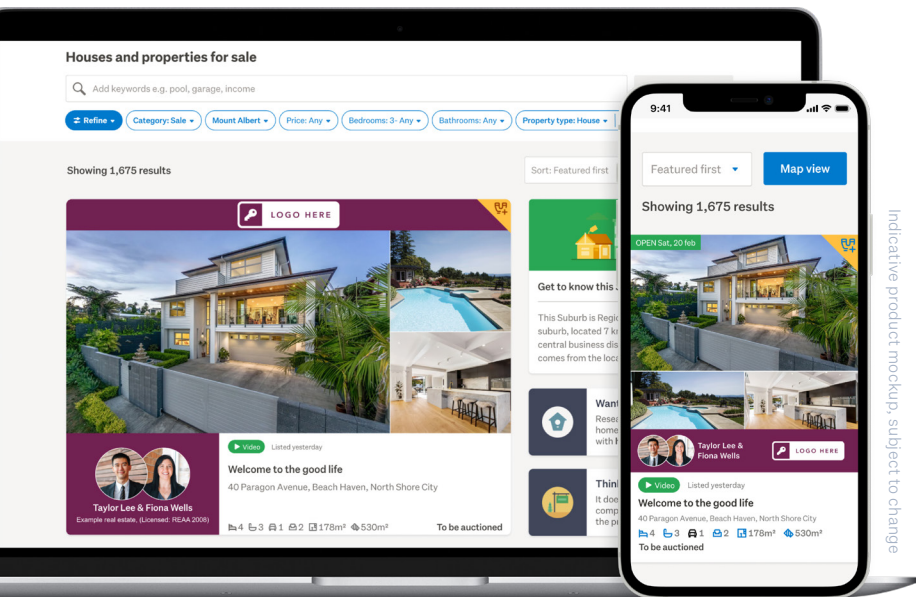
Top of search, top of mind

- + Rotate to the top of search once every 3 days for 5 weeks (11 times)
- + Be seen 2.2x more than Gold and 11x more than Silver²
- + Increase your listing views, watchlists, and enquiries

Maximum exposure

WITH PLATINUM

Your property is exposed to the highest number of buyers with the most prominent placements across both Trade Me Property and homes.co.nz.



Best position in search with large listing card²



Rotates to the top of search²

11 times
once every 3 days
for 5 weeks

Appear on Trade Me Property homepage

1 week

Top search position on homes.co.nz

New



Highest position in email alerts⁴

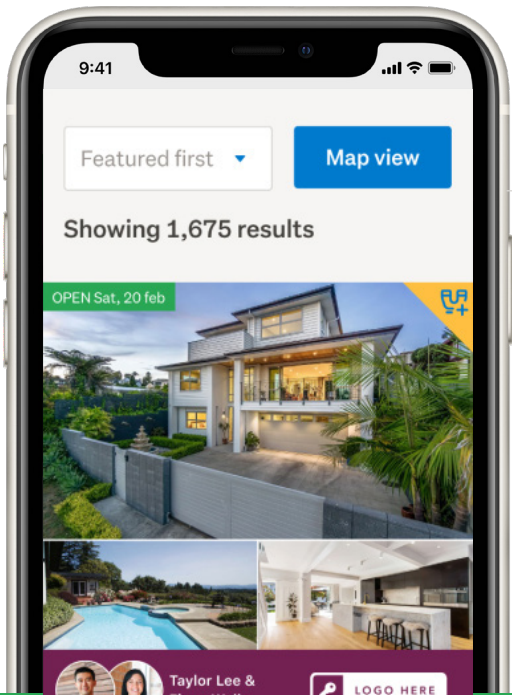


Why choose Platinum?

263,000 people visit the Trade Me Property homepage daily⁶. With Platinum, your property is promoted on the Trade Me Property homepage targeted at active buyers, and placed on top of relevant search results to generate maximum buyer interest and enquiries.

NEW - Your listing will automatically extend on to homes.co.nz, giving you a prominent homepage placement³ and the best position in search results on the platform. This gives you access to a new audience of curious homeowners looking to buy property.

Scan the **QR code** and visit the info page to see how Platinum can work for you.



Maximise your brand exposure and listing reach with a **Platinum Package**.

¹ Nielsen research April 2022. ² Only applicable when a search is sorted by 'Featured first', appears above Silver & Starter. Large listing card until listing sold or withdrawn for a maximum of 6 months, then drops to a medium card. ³ Appears on homes.co.nz homepage for lifetime of platinum listing. ⁴ Listings displayed in email are limited to 50. ⁵ Trade Me Property property buyer and seller survey, April 2022. ⁶ Trade Me Property site statistics, unique daily visitors, June 2022.